

Message Text

UNCLASSIFIED

PAGE 01 TAIPEI 00326 200927Z

15

ACTION EA-10

INFO OCT-01 ISO-00 EB-07 RSC-01 /019 W

----- 092304

R 200756Z JAN 75

FM AMEMBASSY TAIPEI

TO SECSTATE WASHDC 4015

INFO USDOC WASHDC

AMCONSUL HONG KONG

AMEMBASSY TOKYO

UNCLAS TAIPEI 0326

FOR USDOC COM/BIC/OIM/FE-SONNE

BIC/OIM/MRD - CODE 214

E.O. 11652: N/A

TAGS: BEXP, TW

SUBJECT: GLOBAL MARKET RESEARCH: MARKET FOR BUSINESS EQUIPMENT
AND SYSTEMS IN THE ROC - BID PROPOSALS

SUMMARY: FIVE OF THE SEVEN FIRMS INVITED TO BID SUBMITTED
PROPOSALS FOR CONDUCTING SUBJECT RESEARCH. BIDS RANGED FROM
\$2,315.79 TO \$32,158.20. POST RECOMMENDS ACCEPTANCE OF BID BY
MANAGEMENT CONSULTANTS CORPORATION FOR ROC STUDY. END SUMMARY.

1. THE FOLLOWING SEVEN FIRMS WERE INVITED TO BID ON SUBJECT
RESEARCH: PEAT, MARWICK, MITCHELL AND CO. (PMM&CO.); CHINA CREDIT
INFORMATION SERVICE (CCIS); HARVARD CREDIT AND INFORMATION
SERVICE(HCIS); TAIWAN CREDIT AND INFORMATION SERVICE (TCIS);
MANAGEMENT CONSULTANTS (MCC); TAIWAN MARKETING RESEARCH ASSOCIA-
TION (TMRA); AND MOBUS. TCIS WITHDREW FROM THE BIDDING AND
MOBIUS SUBMITTED A BID FOR THE TAIWAN STUDY THRU AMCONSUL
HONG KONG.

2. THE FOLLOWING OUTLINES COSTS AND NUMBER OF INTERVIEWS PER
PROPOSAL:

FIRM	COUNTRY	PRICE	INTERVIEWS
------	---------	-------	------------

UNCLASSIFIED

UNCLASSIFIED

PAGE 02 TAIPEI 00326 200927Z

HCIS ROC, TAIWAN US\$ 32,158.20 TRADE - 265

NT\$170,940.00 INDUSTRY - 40
END USERS - 895
TOTAL: 1200

PMM&CO. SAME ABOVE US\$ 4,200.00 TRADE ASSO.- 3-4
NT\$159,600.00 JOURNALS- 2-3
GOVT OFFICIALS- 2-3
IMPORTERS- 7-9
MANUFACTURERS- 5-7
END USERS- 11-14
TOTAL: 30-40

MCC SAME ABOVE US\$ 3,500.00 TRADE - 5
NT\$132,825.00 INDUSTRY- 27
END USERS- 27
GOVT OFFICIALS- 17
SALES/IMEXPORTERS-14
TOTAL: 90

CCIS SAME ABOVE US\$ 2,950.00 TRADE - 22
NT\$111,805.00 MANUFACTURERS- 4
END USERS - 68
GOVT OFFICIALS- 3
TOTAL: 97

TMRA SMAE ABOVE US\$ 2,315.79 SALES REPS- 5
NT\$ 88,000.00 END USERS - 24
MANUFACTURERS- 3
TRADE- 4
GOVT OFFICIALS - 4
TOTAL: 40

3. EVALUATION OF BIDS SUBMITTED.

A. HCIS'S BID PRICE IS MUCH TOO HIGH AND THE NUMBER OF
INTERVIEWS PROPOSED IS EXCESSIVE. PREVIOUS STUDIES CONDUCTED
IN FIELD OF BUSINESS EQUIPMENT OR RELATED FIELDS INCLUDES:

-"CAL-COMP CALCULATOR MARKET RESEARCH" 1973

CLIENT: CAL-COMP ELECTRONICS CO.

3RD FL., 2-2 LANE 39

UNCLASSIFIED

UNCLASSIFIED

PAGE 03 TAIPEI 00326 200927Z

CHUNG-SHAN N. RD., SEC. 2

TAIPEI, TAIWAN, ROC

SCOPE: 1) ELECTRONIC CALCULATORS, MARKET SIZE

2) BUYERS ACCEPTANCE

3) BUYERS ATTITUDE, PREFERENCE FOR PRODUCT ORIGIN

4) PRICE AWARENESS

5) COMPETITIVE ENVIRONMENT

B. PMM&CO. PREPARED "AIR AND WATER PURIFICATION AND POLLUTION

CONTROL" GMS FOR COMMERCE. THEIR PROPOSAL IS WELL WRITTEN AND, CLEARLY, THEIR STAFF IS HIGHLY QUALIFIED, THE RESEARCH SUPERVISOR HAVING CONDUCTED MARKET RESEARCH FOR USTC TOKYO. HOWEVER, THEIR PRICE IS IN THE HIGH RANGE FOR THE NUMBER OF INTERVIEWS PROPOSED.

C. MCC SUBMITTED A WELL WRITTEN, CREDIBLE PROPOSAL. THE FIRM'S BID PRICE IS IN THE MID-RANGE OF THOSE SUBMITTED AND SEEMS REASONABLE GIVEN THE NUMBER AND DISTRIBUTION OF INTERVIEWS PROPOSED. MCC IS UNDER AMERICAN MANAGEMENT WITH KEY RESEARCH PERSONNEL TRAINED IN THE U.S. RELATED PREVIOUS STUDIES INCLUDE A BUSINESS EQUIPMENT MARKET SURVEY FOR AURORA CORPORATION OF TAIPEI. THE STUDY EXAMINED THE SIZE OF MARKET FOR BUSINESS EQUIPMENT IMPORTED BY THE CLIENT, MARKET REACTION, AND THE EFFECTIVENESS OF SALES TECHNIQUES.

D. WHILE CCIS'S BID IS LOW FOR THE NUMBER OF INTERVIEWS PROPOSED, POST'S PAST EXPERIENCE WITH CCIS INVOLVED EXCESSIVE AMOUNT OF MANHOURS WITH CONTRACTOR CORRECTING STATISTICAL, GRAMMATICAL AND STYLISTIC DEFICIENCIES. RELATED PREVIOUS STUDIES INCLUDE "SURVEY REPORT OF COPY MACHINE EQUIPMENT MARKET IN TAIWAN" WHICH WAS PREPARED FOR XEROX CORPORATION.

E. THE PROPOSAL BY TMRA IS NOT WELL PREPARED. AS MAY BE SEEN FROM THE BID PROPOSAL, THEIR ENGLISH EXPRESSION IS DEFICIENT IN MANY REGARDS, DESPITE THE FACT THAT AN AMERICAN IS ON THE RESEARCH STAFF. POST DISCUSSIONS WITH FIRM'S STAFF, REVIEW OF THEIR RESEARCH MATERIALS AND EXAMINATION OF THEIR PREVIOUS RESEARCH (MOSTLY CONSUMER SURVEYS) SUGGEST THAT TMRA IS NOT QUALIFIED TO CONDUCT SUBJECT GMS.

CONCLUSION: IN VIEW OF THE FOREGOING AND THE FACT WE WISH TO CONTINUE IDENTIFYING QUALIFIED LOCAL FIRMS CAPABLE OF CONDUCTING COMMERCE REQUIRED MARKET RESEARCH, THE POST RECOMMENDS THAT MANAGEMENT CONSULTANTS

BE AWARDED THE TAIWAN STUDY. WE BELIEVE THIS FIRM UNDERSTANDS THE SPECIFICATIONS AND WILL PREPARE A COMPETENT SURVEY WITH A MINIMUM UNCLASSIFIED

UNCLASSIFIED

PAGE 04 TAIPEI 00326 200927Z

DEGREE OF SUPERVISION.
UNGER

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 20 JAN 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975TAIPEI00326
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750020-1021
From: TAIPEI
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19750136/aaaabfkt.tel
Line Count: 156
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: MorefiRH
Review Comment: n/a
Review Content Flags:
Review Date: 22 SEP 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <22 SEP 2003 by SmithRJ>; APPROVED <25 NOV 2003 by MorefiRH>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
05 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: GLOBAL MARKET RESEARCH: MARKET FOR BUSINESS EQUIPMENT AND SYSTEMS IN THE ROC - BID PROPOSALS
TAGS: BEXP, TW
To: STATE
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 05 JUL 2006